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## Milwaukee Works Out

# Sales executive sold on staying active

Premium content from The Business Journal by Barb Zaferos, Research Editor

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[Barb Zaferos](#)

Research Editor- *The Business Journal*

[Email](#) | [Twitter](#)

[Riley Enright](#) grew up in a family of 10 where everyone was into some type of athletics.

“It was the fun part of what you did and given the fact that for pretty much anything we could field our own team, it worked out pretty well,” he said.

The constant kickball, flashlight tag and kick the can games of his childhood have given way to fitness pursuits that now include biking, tennis and running.

Enright, a sales executive at R&R Insurance Services Inc. in Waukesha, noted that in addition to the recreational pleasure he gets from staying active, the health benefits are at the forefront of his mind.

“My father passed away at 58 and his dad at 49. So I think my family in particular has adhered to the fact of — do something so you don't get caught up in that trap,” he said.

Biking is Enright's fitness staple.

“I like bike riding a lot. I'm not what I'd call competitive, but I'm a little more than your weekend go out and do a little ride,” he said. “When I ride, I don't think about work, I don't think about home life, I just kind of go.”

The spark to start cycling came about 20 years ago when his oldest brother, Tim, coaxed him to borrow a bike and join a group trek from Green Bay to Door County. The ride has since become an annual tradition every July 3rd.

"It's just a ball. Some days it's a ball when you're done," he laughed referring to a multitude of challenging conditions faced along the way.

As he met other riders through his fitness club, Enright got into the habit of biking three times a week, with 50- to 60-mile weekend rides, plus running and adding tennis into the mix.

### **Riding for a cause**

A couple of years off for health issues convinced Enright, more than ever, to get back into gear and he's thrown himself into it.

"There is a group that rides now on Tuesdays and Thursdays. Admittedly they ride Saturday mornings at 6 a.m. but I have a conflict — I'm generally sleeping," he said, explaining he'll go out later in the day.

Indoors, Enright usually pedals his road bike on a trainer.

Co-rider [David Patrick](#) said, "Riley joined us about four years ago and has been a steady rider ever since. He likes to use our weekly rides as training for some longer fundraising rides he does during the summer."

The Firehouse 50 in Cable is one of those events.

"Quite candidly I race against myself," he said. "The fun is participating. If you played sports through your years, you're used to that camaraderie, used to that competition (other than just work competition) being around people with common interests. That's one of the things I just enjoy."

Enright has also done a solo ride across the state, and plans another next summer from Door County to Milwaukee, to benefit the Bryon Riesch Paralysis Foundation. Byron, son of [Ken Riesch](#) who owns R&R Insurance, works at the agency and is a source of inspiration for many, including Enright.

"I'm so happy to say this, when it got difficult, I realized I was not riding for me, I kept thinking 'Wouldn't that person who is in a wheelchair, wouldn't they love to be on this training, working out and doing this, wouldn't they love this opportunity to sweat like I'm sweating right now?'" he said.

For Enright, the correlation between staying fit and staying on top of his fast-paced professional game is obvious.

"I've always been considered a fairly energetic individual. And I truly believe a lot of the energy comes from the fact that you're not sedentary," he said.

As for the wellness-based insurance products Enright pitches to clients, he finds "to best explain it, to best understand it, live it."

"I don't think I'll ever be a T-shirt model, but I also don't want to be a person who has heart problems and doesn't know it, can't walk up a flight of stairs, can't go out and run," he said. "I don't want to be that person. The wellness initiative that you put on yourself is huge."